

To Attract New
Customers To Your
Small Business



1. DISCOUNTS AND PROMOTIONS

These can attract new customers who have been considering doing business with you but needed an incentive to actually change their shopping habits. Then track what they buy and which offers they redeemed so you can better target them with future marketing messages that will cement their loyalty.





2. ASK FOR REFERRALS

Current customers are one of the best sources of new customers. But you can't be passive and wait for them to bring colleagues, friends, and family to your business. Instead, take control and create a systemized approach to solicit referrals from satisfied customers actively.

4. BRING A FRIEND

Offer "bring a friend" deals to get your loyal customers to introduce their friends and colleagues to your business. For instance, a restaurant could offer a "buy one entrée, get a second for free" special to attract more customers.





5.BUILD RELATIONSHIPS

Create a regular schedule to do this (say quarterly) and select customers you haven't seen in six months. Reach out to them via email, direct mail, text, or phone with a "We miss you" message, offering some type of deal or promotion if they'll come back.



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7.THINK WIN-WIN

Post signage in your store, office, restaurant, or other location encouraging customers to add their perspectives. Social proof is powerful, and new customers are more likely to give your business a try if they see others praising it.

